



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES March 3, 2010

Board of Directors

Barbara Bundy, Robert Cushman, David Damus (via conference call), Kathy Faulk, John Goldrick, Jeffrey Griswold, Robert Hanasab, Steve Hathaway, Sandy Nam, Anne Peaks (via conference call), Peklar Pilavjian, Carol Schatz (via conference call), Colin Shepherd (via conference call), Patrick Spillane, Daniel Swartz (via conference call), Susann Ventzke (via conference call), Cari Wolk, Josh Wrobel (via conference call)

Absent

Sonny Astani, Frank Frallicciardi, Kent Handleman, Peter Zen

Staff

Hal Bastian, Michael Clark, Gennia Cui, Jacob Holloway, Connie Hwang, Rachel Kaber, Aleeza Miller, Ken Nakano, Alexander Stettinski, Justin Weiss

CALL TO ORDER

Spillane called the meeting to order with a quorum at 8:04 a.m.

APPROVAL OF MINUTES

A motion was made, seconded, and approved to accept the minutes from the January 6, 2010 meeting.

PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS

Spillane opened the meeting to the public for comments, in which there were none.

SPECIAL GUEST LAPD CAPTAIN TODD CHAMBERLAIN

Captain Chamberlain was unable to attend due to a last-minute conflict.

GUEST SPEAKER DENNIS ALLEN

Dennis Allen, Executive Director of LA Streetcar Inc., presented an update on the Downtown Los Angeles Streetcar initiative. The meeting attendees heard about the status of the streetcar project, the project goals, and the different alignment alternatives.

A question and answer session followed. Because of the extent of the questions posed, a suggestion was made to bring both CCA and DCBID Board members together to discuss the project in further detail.

PRESIDENT'S REPORT

Schatz reported:

The Hail to the Chiefs Reception, held at the Wachovia Room at L.A. Live on January 19, 2010 and co-sponsored by the DCBID, was very well-attended.

The Developers' Luncheon was attended by 50 of Downtown's most prominent developers, all with residential properties. The luncheon was hosted by Howard Klein, owner of the Factory Place Arts Complex.

The LA Art Show, held at the Convention Center from January 20-24, 2010, was very successful, with 40,000 general admissions across the four days of the show in January. The event, which historically had been held on the Westside, showcases the continuation of the momentum of Downtown as a destination.

The LA Film Festival is moving their event from Westwood to Downtown, with the bulk of the event at L.A. Live.

The Property Owners Meeting will be on April 22, 2010 at the Los Angeles Athletic Club.

Fiesta Broadway will be moved to a more northern location around City Hall.

The Historic Downtown BID is not renewing its maintenance contract.

Downtown Works and The Sperling & Hileman Group have been retained to develop the DCBID's retail strategy. Stakeholder interviews are ongoing. Once recommendations are received, the retailer recruitment efforts will begin.

The DCBID staff prepared an excellent presentation to the community for the proposed Downtown Los Angeles Marketing Center. The presentation was made on January 27 to over 200 people.

A suggestion was made at the Board meeting in January to change the meeting schedule to quarterly meetings, with Executive Officers meeting as needed. The proposed dates are June 2, 2010, September 15, 2010, and November 3, 2010. The dates were agreed upon and Aleeza Miller will send an email to the Board with confirmation of those dates.

The December 31, 2009 financial statements were reviewed by the Finance Committee and the Executive Officers voted to approve them.

A request was made for increased participation on the Finance and Operations Committees.

A motion was made, seconded and approved to have monthly department reports sent to the Board members.

COMMITTEE REPORTS

ECONOMIC DEVELOPMENT

Bastian reported:

The DCBID held a pitch meeting on January 27 to the community for the proposed Downtown Los Angeles Marketing Center. Steve Needleman offered to donate 3500 square feet of space at 816 S. Broadway, as long as the DCBID can raise subscription and income to cover the costs of operating the center. If the money cannot be raised, then the project will be cancelled.

The Retail Strategy stakeholder interviews are ongoing. The 7th Street corridor, from Figueroa to Main Street, has been established as the focus for activation.

Justin Weiss is working on a deal for Dublin's to sign at the Fine Arts Building. Y.A.S., a yoga and spinning studio, will be opening on Hope Street. Neighborhood amenities are the focus at the moment.

The housing tours continue to be full.

MARKETING

Stettinski reported:

The Valentine's Day media campaign was very successful. One property reported 103 rooms booked solely from the campaign.

The DCBID is preparing a "Downtown LA Trivia Challenge" – a fun, 5-question online scavenger hunt – which promises to pique Facebook users' curiosity about Downtown LA and to expand the DCBID's fan base. Each week, from April 5 to April 26, there will be a new set of questions, and DCBID fans can enter to win one of 2 great hotel packages, donated by several hotels in the Downtown Center.

The DCBID has completely redesigned its Downtown LA Welcome Map and several useful features have been added. The Welcome Map now highlights destinations and attractions of special interest to those who are visiting Downtown LA – including hotels, culture and entertainment-related venues, civic and institutional buildings, and historic landmarks. The map also includes Downtown DASH route information and a Metropolitan LA map showing the freeway infrastructure and the Metro Rail System. 300,000 copies were printed, and the Downtown Guides are distributing them to businesses and visitors throughout the year.

We are currently in the process of making additional improvements to the website's functionality as part of a second phase of the original website redevelopment. New features will include a Happy Hours page, a resource page for families and kids, a BID Alerts feature for Safe & Clean-related issues, improved search capabilities, and a mobile version of the website. The implementation for the improvements will be staggered and should be finished by the end of March.

The Downtown Guides continue to be active in their outreach to businesses, residents and visitors in the Downtown Center. The Guides will be on special deployment for the LA Marathon on Saturday, March 20 and Sunday, March 21, to reach out to participants and spectators.

The American Association of Museums will meeting at the Convention Center May 23-26 and the organizers have agreed to have one of the Downtown Guides in the hospitality lounge at all times.

The quarterly newsletter has been updated and distributed.

OPERATIONS

Nakano reported:

The DCBID has reached an agreement with the HDBID. The maintenance contract will not be renewed, but the security and safety will be kept through the DCBID. Tracking of calls for maintenance versus safety will be tracked and analyzed. Calls for maintenance will be forwarded to the HDBID.

The contract with CalTrans for Adopt-A-Highway on the 110 Freeway will be renewed.

BID Action is doing monthly homeless counts in the area, and is starting to see a little bit of a drop into double digits.

Violent crimes are down, but incidences of theft have increased at Macy's, Rite Aid and Ralphs.

A student rally is expected, and the LAPD has requested assistance. The DCBID will be searching for devices that are meant to disrupt. The official rally and march are from 4:00pm to 6:00pm.

OLD BUSINESS

No old business was brought up.

NEW BUSINESS

No new business was brought up.

ADJOURNMENT

The meeting was adjourned at 9:33 a.m.